Dear [Name],

I would like to request your approval for me to attend the [2019 EU Avature Conference](https://www.avature.net/2019EUConference) being held at the [Bulgari](https://www.mandarinoriental.com/miami/brickell-key/luxury-hotel) Hotel, London, on November 14 & 15.

This Conference takes place on a yearly basis and is unique from an Avature standpoint. The 2019 edition will bring together 120+ of the best minds in Talent Acquisition, People Management and HR from around the globe. During these two days I will have the opportunity to dive into HR strategy, network with peers, discover ways to leverage Avature in support of our organization’s goals, and have a chance to meet members of the Avature team as well as their CEO, Dimitri Boylan.

With over 20 sessions in total, the event consists of educational presentations divided in three tracks – Strategic HR in Action, Power User Track and the new Technical Track –, panel discussions, workshops, and even an official Avature Certification opportunity for Admin Users. On its third year, the Strategic HR in Action Track is expected to give participants insight into recruiting and talent management initiatives used by top global companies and thought leaders. On the other hand, the Power User Track, delegates will learn best practices and get practical, step-by-step training to take advantage of Avature’s features whereas the Technical track will take a deep dive into our software infrastructure, system architecture, functional capabilities, development cycle, and analytics framework.

Additionally, networking is an enormous part of this event; the community aspect is huge and extremely popular. Attendees vary from SVPs to Recruiting or Sourcing Leads from top organizations. Coming together with professionals from different roles and industries, and hearing what other organizations are doing—or not doing, for that matter— provides invaluable learning opportunities which I’d be excited to share with the rest of the team afterwards.

The approximate investment for my attendance is as follows:

*[Fill in based on your specific circumstances]*

* **Transportation**: GBP [Enter Amount]
* Hotel: Even though Avature does not provide with a discounted rate at the Bulgari Hotel, there are several hotels nearby for which the price range varies between GBP 150 and GBP 300 per room per night (e.g. The Baileys Hotel, Millennium Hotel London Knightsbridge, The Beaufort Hotel, among others)
* Meals: GBP [Enter Amount] (two days of lunches, breakfasts and refreshments, as well as a cocktail reception/dinner on Thursday night**,** are included in the conference fee).
* Conference Fee: GBP 200 – provided I register before August 17, 2018, after which the early bird rate will expire and the cost per person will increase to GBP 300. Note this fee also includes access to the Avature Specialist Certification, taking place on Friday, Nov 16.

Please accept this proposal to attend as I’m confident in the significant ROI we will receive from it. Considering the value we’d get from the Conference, I believe this is a worthwhile investment.

For more information on the event, please visit the conference [website](http://www.avature.net/2018USConference).

Thank you for your consideration.

Best,

[Your Name]